UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Bureau of
Consumer Protection

Mr. Harry G. Steele
Senior Vice President
Finance and Administration
Philip Morris Incorporated
120 Park Avenue
New York, New York 10017

July 28, 1995

Dear Mr. Steele:

I have enclosed an Order to File a Special Report ("Order") regarding your company's sales of cigarettes and expenditures on advertising, merchandising, and promotion for cigarettes for the calendar year 1994. The information you provide in the Special Report will be used to compile the Federal Trade Commission's Annual Report to Congress on Cigarette Advertising, as required by Section 9(b) of the Federal Cigarette Labeling and Advertising Act (15 U.S.C. § 1331 et seq.). The "tar," nicotine and carbon monoxide data provided in response to this Order will be published in a separate Commission report.

Please read the instructions contained within the Order carefully. Except as noted below, the information requested in this year's Order is the same as last year's Order. Except as noted, all data responsive to this Order should be submitted in an IBM/PC compatible database format.

I would again like to separate the due date for the "tar," nicotine, and carbon monoxide information from the remainder of the Special Report, as we have in the past. This Order is requesting from your company the "tar," nicotine, and carbon monoxide results of Tobacco Institute Testing Laboratory's Cigarette Market Sample #37.

This year, the Order requests for the first time data on which cigarette varieties display "tar" and nicotine ratings on their packaging and in their advertising and promotional materials. This additional information is to be included in fields 41 through 48 as part of the database format. We will include aggregate data from these fields in a new table in the Report to Congress. Question 41 asks if the variety's tar and nicotine ratings were disclosed on the cigarette pack. Questions 42-48 ask whether certain means of advertising or promotion were employed for the variety without the variety's tar and nicotine ratings being disclosed. Thus, for example, if the variety's tar and nicotine ratings were disclosed in all newspaper advertising for that variety, the correct answer to 42 would be "no"; if coupons and retail value were not used during the year to promote the variety, the correct answer to 48 would also be "no."

Source: https://www.industrydocuments.ucsf.edu/docs/tqpk0001